Mekeel, I. A. June 3, 1901

[Letter and sample publication of "Mekeel's Weekly Stamp News," etc.]

[The publication was too large to be scanned, but added materials were not.]

Cable Address: SAVILLE, ST. LOUIS. TELEPHONE, MAIN 1674

I. A. Mekeel, Publisher.
PROPRIETOR,
MEKEEL'S WEEKLY STAMP NEWS.
ESTABLISHED 1891.
S.E. CORNER BROADWAY & MARKET ST.

St. Louis, Mo. June 3, 1901.

I enclose herewith a dummy of a special cover that will be used on not less than 36,000 copies of MEKEEL'S WEEKLY STAMP NEWS, to be carefully given away at the Pan-American Exposition at Buffalo.

The WEEKLY has been fortunate in obtaining quarters in the Bazaar Building, on Main Corridor, about twenty-five feet from the Post-Office--an excellent location.

Arrangements have been made for the judicious distribution of the papers in question to visitors to the Exposition grounds, and direct benefit will result to the enterprising dealers who obtain space on the cover, which will be far out of proportion to the moderate rate asked for advertisements. It will be seen that the advertising spaces for sale are uniform in size, and the prices asked for them do not vary.

The "gift" edition of the paper will consist each week of the regular WEEKLY bound inside of the attractive cover, which will be permanent during the course of the Exposition, and the papers will be distributed in quantities such as may be determined on later, but not less than 36,000 in all. The cover encloses only those papers intended for distribution at Buffalo, and does not go to subscribers. The cost of two-inch space will be $1.50 per week. As these covers must be printed in large editions change of copy is not permitted,--so be careful in planning your advertisement.

Space will be assigned in the order in which copy is received; therefore, if you have a choice for position hasten your contract and copy.

The advertisements on this cover are limited to 54; consequently, you should make your decision at once, as delay might be fatal to the chance of the advertisement appearing. Copy must be in hand by June 12th. This special arrangement is distinct and apart from any yearly contract that you may have for space in the regular edition.

Yours truly,

I. A. MEKEEL.

PUBLISHER'S NOTES.

By I. A. MEKEEL.

For the benefit of those who placed advertisements in our Pan-American issue I desire to announce that only a portion of the edition has been circulated. The subscription list was mailed and a few thousand sample copies sent out, but we are in daily receipt of from 50 to 150 requests for this Special as the direct result of our advertising in *Youths Companion, Saturday Evening Post, American Boy, Ladies Home Journal*, etc.

Thus the process of distributing the Pan-American issue is necessarily slow, and, furthermore, many copies of the edition will be given out at Buffalo as soon as our arrangements for service on the Exposition grounds are completed.

The advertiser who patronizes a Special must not expect the prompt or direct results that he would acquire from a regular editiou.

The subscriber cannot wade through 44 pages of matter as quickly as he can eight, and circulating a large edition is necessarily slower.

Specials show what interest there is in stamp collecting, and in general are a necessity from the commercial view point. They also build up the WEEKLY'S subscription list, thus adding more value to the regular issues.

The editorial end of the Special was not up to the standard originally planned. Many articles promised came too late and several other disappointments materialized at the last moment.

As to the liberal support of the dealers throughout the United States in the way of advertisements, the issue was our greatest success, and after all the advertisiug features of the WEEKLY are considered the most important by many of our readers.

The Pan-American idea with regard to the WEEKLY has only commenced.

By the first of June we hope to have our plans complete for giving the dealers of the world better service than they have ever had before and we hope to make this coming summer as lively as any winter season in the history of stamp collecting.

We are makiug arrangements for reading matter which will make new collectors almost as rapidly as a summer's sun tans the bather. This sort of literature will go into each issue of the WEEKLY (in proper proportions to other regular matter) during the life of the Pan-American Exposition. A special arrangement will be made with our advertisers for the season's campaign. Contracts are now being placed with papers like *Success, Collier's Weekly, Youths Companion, Saturday Evening Post*, and many others, through which the WEEKLY expects to interest thousands who have money to spend but have never yet enjoyed the pleasures of philately. By advertising the WEEKLY in such papers of immense general circulation and obtaining headquarters on the Exposition grounds besides in one of the largest office buildings in Buffalo, we expect to make things interesting this summer and the two colored stamps will materially assist in the success of our plans.

Only such dealers who are known to be responsible will be allowed to advertise in this five months' series of weekly trade boomers. We are always careful on this point, but expect to be even more cautious in the future.

Dealers interested in knowing more about our plan, write for particulars.

SPECIAL CONTRACT.

1901.

Insert our standing advertisement in your Special Pan-American Cover of

MEKEEL'S WEEKLY STAMP NEWS,

in the space of two inches, for which service we agree to pay you $1.50 per issue during the months of June, July, August, September and October of 1901. We agree to pay monthly as your bill is rendered.

I. A. MEKEEL,

S. E. Cor. Broadway & Market St.,

ST. LOUIS,

Publisher...
Mekeel's Weekly Stamp News.

MO.

L. A. MEKEEL, Publisher,
S. E. Cor. Broadway and Market Sts.,
ST. LOUIS, MO.

S. H. & H. Chapman

Philadelphia

1348 Pine St

Pa

Mekeel, C.H. February 8, 1904

empty envelope.

McKee

Want ad.

I think it would

pay

2/10/04 HC

RETURN IN FIVE DAYS TO

C. H. MEKEEL STAMP & PUBLISHING CO.

ST. LOUIS, MO., U. S. A.

ST. LOUIS, MO. FEB 8 8-PM 1904

2 WORLD FAIR ST. LOUIS

1000 21 Feb 8

Messrs. S. H. & H. Chapman,

1348 Pine St.,

Philadelphia, Pa.

Mckeel, C.H.

Febnay 13, 1904

empty envelope.

Mitchell. St. L.

Ans 2/13/07

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SAINT LOUIS, MO. FEB 13 2-AM 1904

WORLD'S FAIR ST. LOUIS 3

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